



2025 ANNUAL REPORT



Big Brothers Big Sisters
of New Zealand

Tuakana Teina





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Big Brothers Big Sisters
of New Zealand

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CO-CHAIR'S REPORT - PAUL WARREN & KASEY PASENE

"Do not explain your philosophy. Embody it." Epictetus Enchiridion 46

Our mission at Big Brothers Big Sisters New Zealand (BBBS) is a practical one, to provide positive role models for young Kiwi Kids throughout the country, we also provide the opportunity for our volunteer mentors to give back to their communities.

Our belief is that in person mentoring, one hour, once a week, can positively change lives and redefine futures. We see extraordinary stories of success first hand and have shared some in this report.

In 2025 BBBS had a total twelve branches throughout the country – opening one new branch in Whitianga – and since our inception in 1997 we have now mentored over five thousand kids. We were privileged to celebrate this milestone with the Minister for Children the Honourable Karen Chhour at our largest ever National Hui in Auckland this July.

Thank you to our CEO Drew Ewan for your leadership, and to Cushla Duncan, Matt Button and Chelsea Routhan, it is your passion, diligence, and initiative that has made these results possible.

We have continued our collaboration with other youth mentoring organisations – we believe BBBS and the mentoring sector grows stronger as we work together – along with investing in technology to better provide our services.

We ran our annual campaign Stubbie September again this year with great success, with a reach of over one million views across multiple channels and a dramatic increase in website traffic; a big thank you to Art and Matilda Green (BBBS Ambassadors) for supporting this campaign and all the other work you do to promote our cause and help mentor more Kiwi Kids

We recognise the support and endeavour of our national trustees and their partners for allowing them the time to contribute, Michael Woodward, Mike Smith, Kasey Pasene, Rob Sum, Kiri Milne and National Patron Grant O'Fee along with Ambassador Dr Paul Wood.

We would also like to thank Craig Bates and Joe Graham who stepped away from the board this year.

We recognise our National partners Naylor Love, Pioneer Energy and Pulse Energy, New Zealand Police, Lindsay Foundation, Simplicity Foundation, the Lottery Grants Board, Big Boy Digital Marketing, AppHQ, Mackay Bailey, Go Media, Metservice, Charlies Drinks, Alpine Spas, Merrell, Joe's Garage, and Quest Hotels we look forward to collaborating with you in 2026 to continue our mission.

Finally, on behalf of the National Board, I would like to thank our volunteer mentors for your service. It is your actions that embody the Big Brothers Big Sisters philosophy in New Zealand.

Kind Regards

Kasey Pasene and Paul Warren (Co-Chairs)



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CEO'S REPORT - DREW EWAN

For 27 years and counting, Big Brothers Big Sisters has stood as a steadfast defender of young people's potential, walking alongside young people as a source of hope and strength—helping them grow in confidence, and build resilience that leads to transformative life outcomes.

While 2025 has required us to continue to navigate some challenging waters due to the state of the economy, reduced grant funding and a drop in volunteerism, our teams across 12 locations remained committed and dedicated which saw our match numbers grow and BBBS continued to hit new milestones. In June we exceeded 5,000 matches that have been supported by BBBS NZ programmes with an average match length of over 800 days. Through determination and a desire to support our young people and whanau, our teams were able to provide hope at a time when it was most needed and continue to build community capacity for mentoring resulting in 320 new matches being made in 2025.

I wish to express huge thanks to our team members, volunteer mentors and board members across the BBBS network whose dedication and commitment continue to change the lives of our Little Brothers and Sisters.

As encouraging as these numbers and achievements are, we continue to see an increased need for our programme as our waitlist continues to exceed our capacity.

BBBS NZ remains committed to making mentoring available to as many young people as possible, and we are also committed to the development of collaboration opportunities to work with and partner other organisations to strengthen the mentoring sector for the benefit of all young people across Aotearoa.

Again, my immense thanks to the National Team of Chelsea Routhan, Matt Button and Cushla Vass for their tireless commitment and dedication to the continued development and growth of Big Brothers Big Sisters across Aotearoa, as well as the immense practical support provided to our branch network.

A number of the more significant achievements deserving mention:

- The newly formed Gisborne-Tairāwhiti branch is now operating as its own independent trust
- The Kapiti-Mana operation was established and made its first matches in early 2024 and continues to grow. The Kapiti-Mana operation has now transitioned across to the Wellington branch.
- Stubbies September was run again and resulted in a reach that exceeded 1 million views across multiple channels
- A new refreshed website was launched thanks to the incredible support of Alex Mann and the team at Big Boy Websites
- Improvement and development of the AppHQ data management platform continued and it is providing us with valuable reporting data
- The 2025 National Hui took place in Auckland which saw full representation from both operational teams and boards from every branch. The event was attended by the Minister of Children who helped us celebrate the marking of the 5,000th match
- A Leadership Hui was held in October which saw BBBS Leaders come together to share best practice and innovative fundraising concepts
- The development of new complimentary Group Mentoring Programme was piloted in Auckland which produced measurable outcomes which will assist in further development of this model

Huge thanks to our National Principal Sponsor Naylor Love who continue to provide invaluable support to BBBS NZ - without Naylor Love's support, we could not continue to do this vital work.

Thanks also go to our committed partners, Lindsay Foundation, Simplicity Foundation, Mackay Bailey, Big Boy Websites, and NZ Lotteries for their valuable support that helps us reach more young people. And further thanks to our Ambassador's, partners and sponsors, that our Co-Chairs have acknowledged in their report, that supported BBBS NZ throughout the year and during events – your support has been invaluable.

Finally, my personal thanks to the BBBS NZ Board for their engagement and continued support over the past year, specifically Co-Chairs Paul Warren and Kasey Pasene who provided support and worked alongside me over the last 12 months, and to Michael Woodward and the Mackay Bailey team who again provided financial and administration support throughout the year.

We will continue to maintain our focus on growth and the development of complimentary programmes to serve young people on their journey, and we will endeavour to broaden and strengthen our data evaluation processes so we can more effectively measure the outcomes and impact that BBBS programmes deliver.

Sincerely,

Drew Ewan

CEO



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WHAT WE HAVE ACHIEVED IN 2024-2025



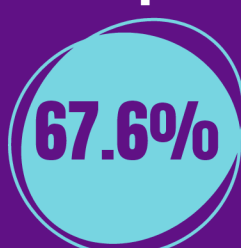
THIS YEAR, WE PROUDLY CELEBRATED OUR 5,000TH MATCH. OVER THE PAST 27 YEARS, WE'VE SUPPORTED MENTORING RELATIONSHIPS TO GROW, THRIVE, AND CREATE LIFELONG FRIENDSHIPS. WE'RE INCREDIBLY PROUD OF THE VOLUNTEERS AND YOUNG PEOPLE WHO HAVE MADE THIS MILESTONE POSSIBLE.

A recent survey shows that young people on our programme have...

**Increased
Self Confidence**



**Increased Class
Participation**



**More
Trust of Adults**



121

YEARS OF PROVEN
HISTORY

27+

YEARS SERVING
IN AOTEAROA

12

REGIONAL
BRANCHES IN
AOTEAROA

1150

MATCHES SERVED
IN AOTEAROA
IN 2025

5000

MATCHES SERVED IN
AOTEAROA SINCE WE
BEGAN

STATISTICS 2025

5129

MATCHES SERVED
IN 27 YEARS

820

AVG. MATCH
LENGTH IN DAYS

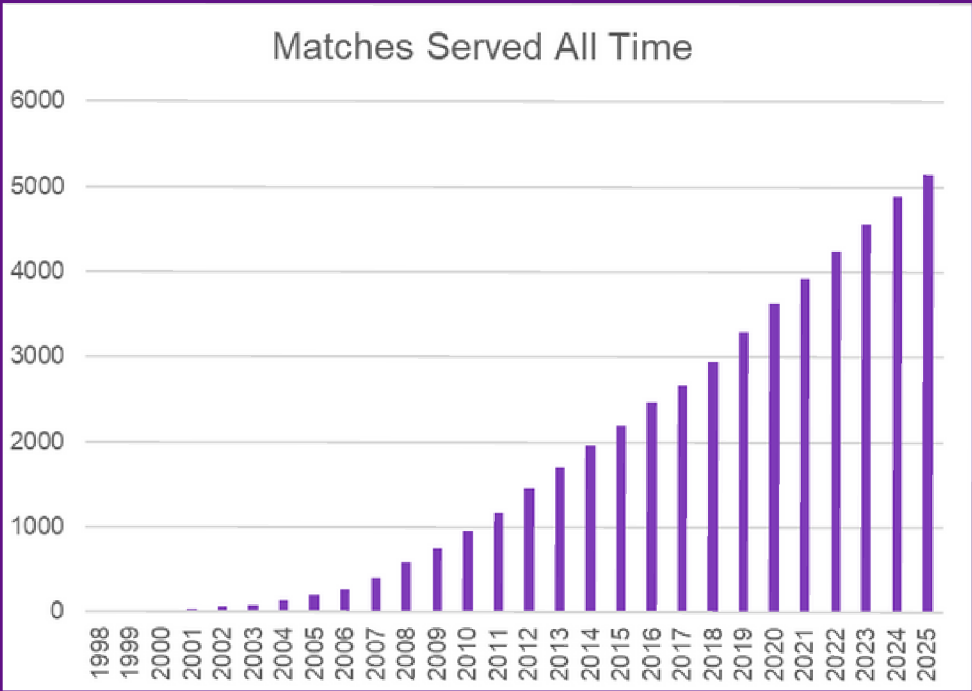
77%

AVG. ANNUAL
RETENTION RATE

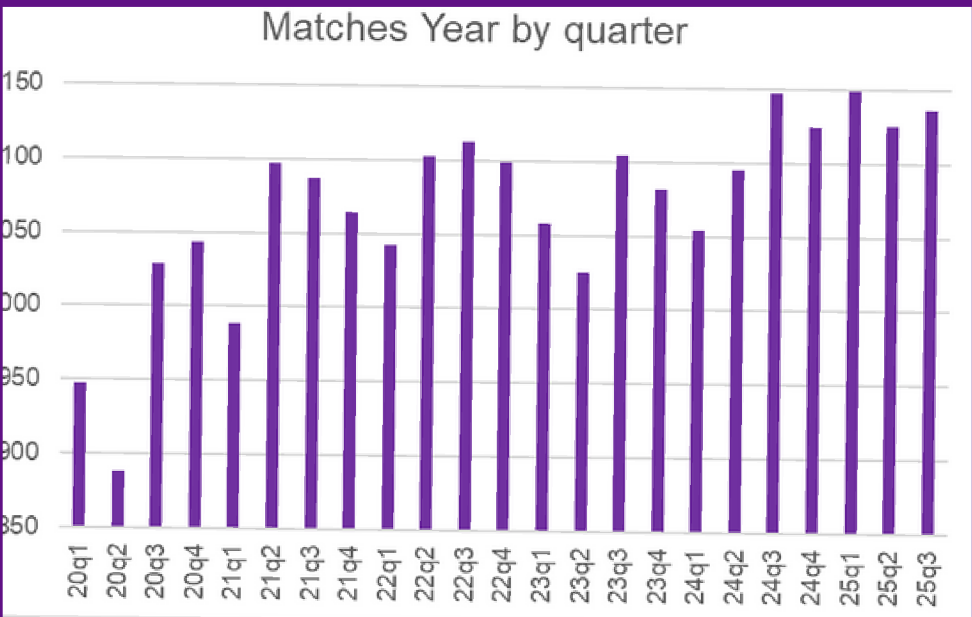
320

NEW MATCHES
THIS YEAR

TOTAL MATCHES SERVED ALL TIME



MATCHES SERVED BY QUARTER



In the last 12 months, we have served 1136 matches
across the motu





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PROGRAMME OUTCOME EVALUATIONS



The Search Institute has developed a framework that details what a developmental relationship can do to improve youth outcomes. These evaluations determine the immediate impacts of mentoring being experienced by the young person today. Big Brothers Big Sisters has been using the Programme Outcome Evaluation (POE) which is built on Lerner's 5 C's of Positive Youth Development. This annually surveys both the parent and mentor of the young person to measure how they currently benefit from mentoring. The statistics below are from the most recent 2025 POE data which shows clearly the areas young people are benefitting from right now. When we look at the elements of developmental relationships which are those that EXPRESS CARE, CHALLENGE GROWTH, PROVIDE SUPPORT, SHARE POWER and EXPAND POSSIBILITIES, the percentage of young people improving since having a mentor is strong evidence for future outcomes.



CONFIDENCE

- 90.6% have higher self-confidence
- 82.6% are more able to express their feelings
- 74.4% are more confident to make a good decision
- 69.8% have developed a hobby or interest



COMPETENCE

- 71.9% have improved academic performance
- 62.6% have a better attitude towards school and learning
- 67.6% are positively participating more actively in classes
- 57.6% have much improved behaviour in class and at school



CARING

- 81.2% are more trusting of adults
- 58.8% have improved relationships with whānau
- 69.9% relate better with their peers
- 69.3% have better relationships with other adults



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NEW INITIATIVE

Group Mentoring Pilot

Earlier this year in Auckland, we launched a Group Mentoring pilot focused on school engagement and youth leadership.

This initiative stemmed from a strategic BBBSNZ proposal to trial the Group Mentoring model in partnership with Lighthouse Leaders NZ and Big Brothers Big Sisters Auckland. The aim was to align with government priorities around reducing truancy and strengthening positive youth development outcomes.





GROUP MENTORING PILOT OUTCOMES

Big Brothers Big Sisters of NZ is a national leader in 1:1 developmental mentoring. But across Aotearoa, especially in high-need areas like West Auckland, the system is under pressure. We face a dual challenge:

Internally: The 1:1 model, while effective, can't scale fast enough to meet growing demand and declining volunteer availability.

Externally: Truancy, disengagement, and behavioural issues are surging. Chronic absenteeism has doubled since 2015. The Education Review Office has declared a "crisis point."

Group Mentoring is our strategic response. In 2025, BBBS NZ partnered with Lincoln Heights School and Lighthouse Leaders NZ to pilot an 11-week therapeutic programme for at-risk students (aged 10–13) — all on our waitlist or school-referred. This model complements 1:1 mentoring by delivering early, scalable impact while maintaining BBBS's relational integrity.

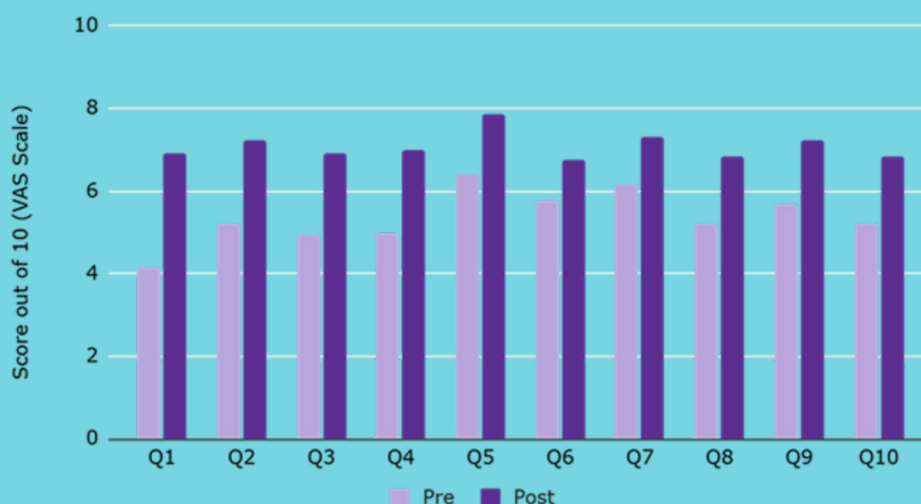
Early signals are clear:

- 89%+ attendance across the cohort
- Truancy dropped to 5.6% on programme days
- Strong gains in 7 of 8 outcome domains
- High engagement from teachers, mentors, and whānau
- 13 LDPs completed, strengthening inter-agency collaboration
- Positive peer connections supporting learning and behaviour



Group Mentoring worked!

Teacher-Assessed Student In-Class Progress: Pre vs Post Group Mentoring





NEW INITIATIVE

Big Sibs Little Sibs

Overview

Big Brothers Big Sisters and Parent to Parent have partnered to launch a unique peer-mentoring initiative that connects former SibCamp participants (Big Sibs) with younger children (Little Sibs) who have a sibling with a disability.

This initiative recognises the unique lived experience of Big Sibs. Having grown up alongside a sibling with a disability, they understand the challenges and joys that come with this role. Through 1:1 mentoring, they provide support, fun, and connection in a way that only someone who has “been there” can offer.

Programme Approach

- Big Sibs are matched with Little Sibs.
- Matches meet 2–4 times per month for low-key activities such as going for walks, playing games, or sharing a hot chocolate.
- All mentors complete Big Brothers Big Sisters’ trusted training and safety processes.
- Matches are made through shared experiences at SibCamps, supporting natural and meaningful connections.

Pilot Progress

In 2025, we began piloting this initiative in Auckland and Tauranga. The pilot is focused on:

- Recruiting and training Big Sibs.
- Facilitating matches and providing ongoing support to mentoring pairs.
- Testing and refining the model to ensure it can be scaled nationally in the future.

Next Steps

- We will continue to monitor, support, and evaluate the pilot programme to ensure the model is robust, sustainable, and ready to grow into a nationwide initiative.

Together, we are working to change lives—one sibling at a time.





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OTHER NEW INITIATIVES

BBBS @ Nayland - Nelson

BBBS have trialed a new school-based delivery model in Nelson called BBBS@Nayland. BBBS provided Nayland College with a delivery manual, forms, checklists and processes. A Mentoring Coordinator supported recruitment, vetting and training of mentors, inducted young people, and made the matches. A Nayland College staff member now oversees the matches, supervises mentors and provides ongoing support.

The BBBS Mentoring Coordinator meets monthly with the Nayland staff member to provide advice and guidance. This approach has expanded the reach of the programme to more young people while building school-based capacity. This started with 7 matches, and the intention is to expand this further in 2026.

New programme for youth facing adversity in Porirua

In partnership with the Porirua Police, Big Brothers Big Sisters of Wellington are establishing a mentoring programme in Porirua for tamariki impacted by organised crime, drug use and violence.

The programme will include a mix of community-based, school-based teen, school-based, and group mentoring, depending on the needs of the tamariki and their whānau. BBBS will work with local agencies and primary schools to identify tamariki at risk and partnered with these agencies to recruit, train, supervise and support local mentors. Recruiting mentors for high-risk tamariki requires a special type of person, so we will rely on community networks, schools, churches and word of mouth to identify suitable mentors.



NEW BRANCH

Coromandel - transition programme for older youth

BBBS NZ formed a collaborative partnership with Coromandel Youth Mentors (CYM) in 2025 providing support to a newly formed organisation that was created to walk alongside the young people of the Coromandel Region on their pathway and transition through teenage years into young adulthood. The CYM mentoring programme provides guidance, develops resilience, improves decision making and offers pathways to personal growth.

BBBS NZ's support is enabling CYM to scale their efforts, reach more young people, and deepen the long-term impact of their work. The programme is vital to the young people and communities of the Coromandel Region and BBBS NZ stands beside them as they expand and broaden their impact. It is anticipated that CYM will become a BBBS NZ affiliated branch which will help to strengthen the programme further through the support and experience of the BBBS national network.





RESEARCH PROJECT

We have also started work on Phase One of our research project. Big Brothers Big Sisters intends to take a leadership role in developing a stronger and better performing Aotearoa mentoring sector.

We are building a framework that captures a young person's world so we can better understand their needs and measure the impact of mentoring. This includes their personal situation and their environment. By measuring these factors, we can develop a clearer picture of the challenges tamariki and rangatahi face, and consider how having a mentor can positively influence their world — building resilience, improving wellbeing, strengthening relationships, and shaping better life outcomes.

We have met with the Social Investment Agency (SIA) to explore how BBBS NZ might contribute to SIA's objectives of providing more effective interventions to tamariki and rangatahi. In this regard SIA will work with BBBS NZ to provide an opportunity to carry out a test & trial with their Integrated Data Infrastructure platform to assess the value of outcome data in measuring long term impact and outcomes for tamariki and rangatahi that have participated in BBBS NZ programmes.

On the following page are the results of a recent survey of Big Brothers Big Sisters mentees which highlights the significant prevalence of adverse childhood experiences (ACEs) and other risk factors among tamariki participating in BBBS NZ mentoring programmes.

The findings underscore the critical role of structured mentoring in mitigating these challenges and fostering positive developmental outcomes as highlighted in this document.



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RESEARCH SURVEY RESULTS



74%

From single parent homes

27%

Have been involved with Oranga
Tamariki/Child Protection Services

72%

Have experienced Financial
Hardship

21%

Have a household member who
has been incarcerated (in jail)

51%

Have a parent/caregiver with
mental health challenges

41%

Have experienced neglect

46%

Struggle with mental health
challenges themselves

43%

Have experienced the loss of a
parent/caregiver (death,
incarceration, estrangement)

45%

Have experienced Family
Violence

27%

Have a parent/caregiver with
substance abuse challenges

SUPPORTING OUR BRANCH PRACTICE

What we have accomplished this year

- **Compliance to Quality:** As our systems have developed, there is now 100% compliance to our Standards of Practice. This has allowed a move to focus on quality - how can we develop longer term matches with greater outcomes for young people.
- **Group Supervision:** BBBSNZ offers all practice Staff a bi-monthly group supervision session with other colleagues around the country. This builds the network and provides practice advice and to assist them in working through complex ethical situations that arise in matches.
- **Child Safety Audits:** Each branch now has an annual Child Safety Audits, to ensure we are delivering best practice in keeping our young people safe. The audits not only monitor safety but also provide important professional development for our Staff across the country.
- **Consistent Client Relationship Management (CRM) system:** Working alongside AppHQ, our software developer, a CRM provides more efficiency and safeguards into practice to enable Staff to focus more time on making and supporting mentoring matches.
- **Form Digitisation:** With more branches wanting to move to paper-free offices, digital and online versions of all 120 forms have been developed.



NATIONAL & LEADERSHIP HUI

Our annual hui took place in June and it was arguably one of our best yet. Over 3 days, our teams came together for collaboration, professional development, and meaningful connection. We were honoured to welcome some very distinguished guests. The Minister for Children, Hon. Karen Chhour, generously shared her personal journey and the experiences that have shaped her path to Parliament. We were also delighted to introduce our new Ambassadors, Matilda and Art Green, whose warmth and genuine care for our mahi shone through in every interaction.

Another highlight was hearing from Professor Meihana Durie, whose powerful insights into a Māori worldview were both inspiring and deeply meaningful for our teams.

This hui was a celebration of learning, connection, and shared purpose – one that will continue to guide and strengthen our work moving forward. Here is to another 5000 matches.

This October we also hosted our branch managers for a Leadership Hui - we focused on working with our teams to manage their branches as a community business.

This is an important event for our managers who are often isolated from the wider network; a great opportunity to connect and learn.



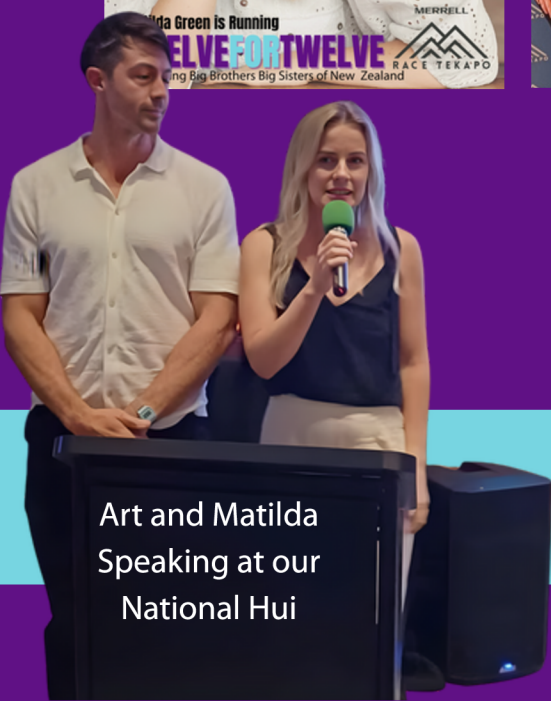
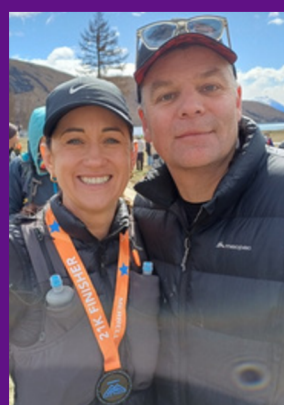


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TWELVE FOR TWELVE - ART & MATILDA GREEN

This year we have signed on Art and Matilda Green to be our ambassadors. Matilda has already supported us with radio and social media air time. In addition to this she ran in the Merrell Race Tekapo half marathon in support of BBBS. This incredible exposure has increased our social media reach by 530%. Merrell Race Tekapo was an incredible opportunity for us get in among the crowd and spread the word to a group of people from all over the country. We hope to be able to attend again next year. We would like to thank Merrell, Race Tekapo, Alpine Spas and Peppers Clearwater Lake Tekapo for supporting this event.





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BRING BACK STUBBIES 2025

The 2025 Bring Back Stubbies campaign was a great success. This year's campaign built on the momentum of previous years, engaging both new and returning supporters through a mix of fun nostalgia, community spirit, and a clear cause connection.

With participation from local supporters and businesses, the campaign exceeded expectations for reach and engagement. The creative promotion sparked plenty of conversation online and in the community, helping to raise awareness of our work while celebrating a classic Kiwi icon.

Views Across
all Media

1.5mil

Reels on
Instagram Viewed

355k

Reach to Non
Followers

90%

Thank you to our main sponsors

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pulse
energy



GO Media

MetService





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MENTORING - A LIFE CHANGING JOURNEY

Kim & Stef

Why Mentoring Matters

Stef's journey is one of resilience and inner strength, shaped by a childhood filled with challenges that would test anyone's spirit. Despite growing up amidst family instability, frequent moves, and the daily realities of an environment marked by hardship, Stef showed remarkable perseverance. In a world where many around her faced their own struggles, she continued to hold on to hope. Rather than being defined by her surroundings, Stef remained open to connection and growth. Her turning point came when Kim, a dedicated and compassionate mentor, stepped into her life, bringing with her the promise of support, stability, and a belief in Stef's potential.

Kim's mentoring is more than a weekly meeting; it was an open door to a new world for Stef. Through arts, crafts, and shared moments, Kim offered Stef a stable place from which she could try new things and explore the world. This relationship was transformative, providing Stef with a model of kindness, consistency, and resilience. Kim's unwavering belief in her potential and her steadfast presence were foundational in Stef's journey towards overcoming her circumstances.

Today, Stef stands as a testament to the power of positive influence and the strength of the human spirit. Now a dedicated mother and a nursing school graduate, she is determined to give her children a childhood far removed from her own. Her story is not just one of overcoming adversity, but a powerful narrative of how mentors ignite potential and open windows to opportunity. It's a call to action for anyone considering mentoring, showcasing the profound impact it can have on both mentor and mentee. Stef's success is a beacon of hope, proving that with support, resilience, and determination, transforming futures is indeed possible.





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FEEDBACK FROM PARENTS & CAREGIVERS

It's been great for Phoebe having one person that only she in the family has a relationship with, so a more straightforward relationship than other friendships and family relationships. It's been a great way for her to experience an alternative life view and see similar values enacted in a different environment, as well as some different values. It's a great initiative, something that can be of value to all children.

Thanks, Sophie, for everything and being an important part in Phoebe's life.



Sumanth is invaluable to Skilly. He is kind, intelligent, thoughtful and friendly (Skilly's description of him) They have a very strong bond 😊 Skilly loves spending time with him, tries harder to integrate with others, shows interest in many things and thinks outside the box. Sumanth is great for Skilly. He's positive, and shows Skilly how to be polite. Thank you for being YOU Sumanth.

We appreciate all that you do 🙌🙌🙌🙌🙌



It's a game changer for us. Madeleine looks forward to her time with Julia, she also will sometimes suggest different activities but baking at Julia's house is probably the most favorite activity. Thank you for fun times with Maddie. "Julia is a big friend just for me" Said Maddie. "I like when we do baking and games and crafts. I liked when she sent me photos on her holiday."





THE BBBS NATIONAL NETWORK



*Thank you for your
incredible support*



**Naylor
Love**

National Principal Sponsor

% Simplicity
Foundation

LINDSAY
FOUNDATION



Lottery Grants Board
Te Puna Tahua
LOTTO FUNDS FOR YOUR COMMUNITY



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DIGITAL MARKETING



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Commercial and Agri Accountants

**Pub
Charity**
Limited



**THE LION
FOUNDATION**



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POLICE**
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energy

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RACE TEKAPO

MetService

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Art & Matilda Green



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